ivy newsletter

TUESDAY, OCTOBER 5, 1971

Two matters that stations may want to consider:

1) Columbia Records in New York wants to promote several of their artists, such as Jeff Beck and the Byrds by sponsoring concerts on college campuses. Columbia will come in , scale the house, pay for local advertising, police, cleanup, etc.(everything!) as long as someone on campus will organize the thing. The station (if any of you decide to go in on this) keeps all profits, and can't lose a penny.WYBC has already arranged one, and things are looking pretty good. For more information, call Columbia Records in New York (CBS) at 212-765-4321, ext. 6018. Ask for Al Shapiro or Sandy Pearlman

2) We have been informed that Arhoolie Records in Berkeley California is interested in distributing its entire collection of traditional folk and blues records to college stations. You can get 120 different records for $187.50 worth of spots on your station.Write Chris Strachwitz, Arhoolie Records, Box 9195, Berkeley, California. Let us know what happens.

3) We've also been contacted by a company that represents a drug store product that they want to advertise on a percentage of sales basis. This is a well-known product that students buy anyway and is stocked by most stores. Each station that promotes the product gets a percentage of the stores sales(about 20-25%) computed at the point of shipment(manufacturer). Books will be open for station perusal. No more information at present, but I'd like to know how many stations would like to try something like this. Drop me a line at Ivy soon.....

4) Affidavits for September are due October 15, no extensions. Bills have got to be sent out promptly this year.